

# Demographic & Economic Trends Impacting Northern California

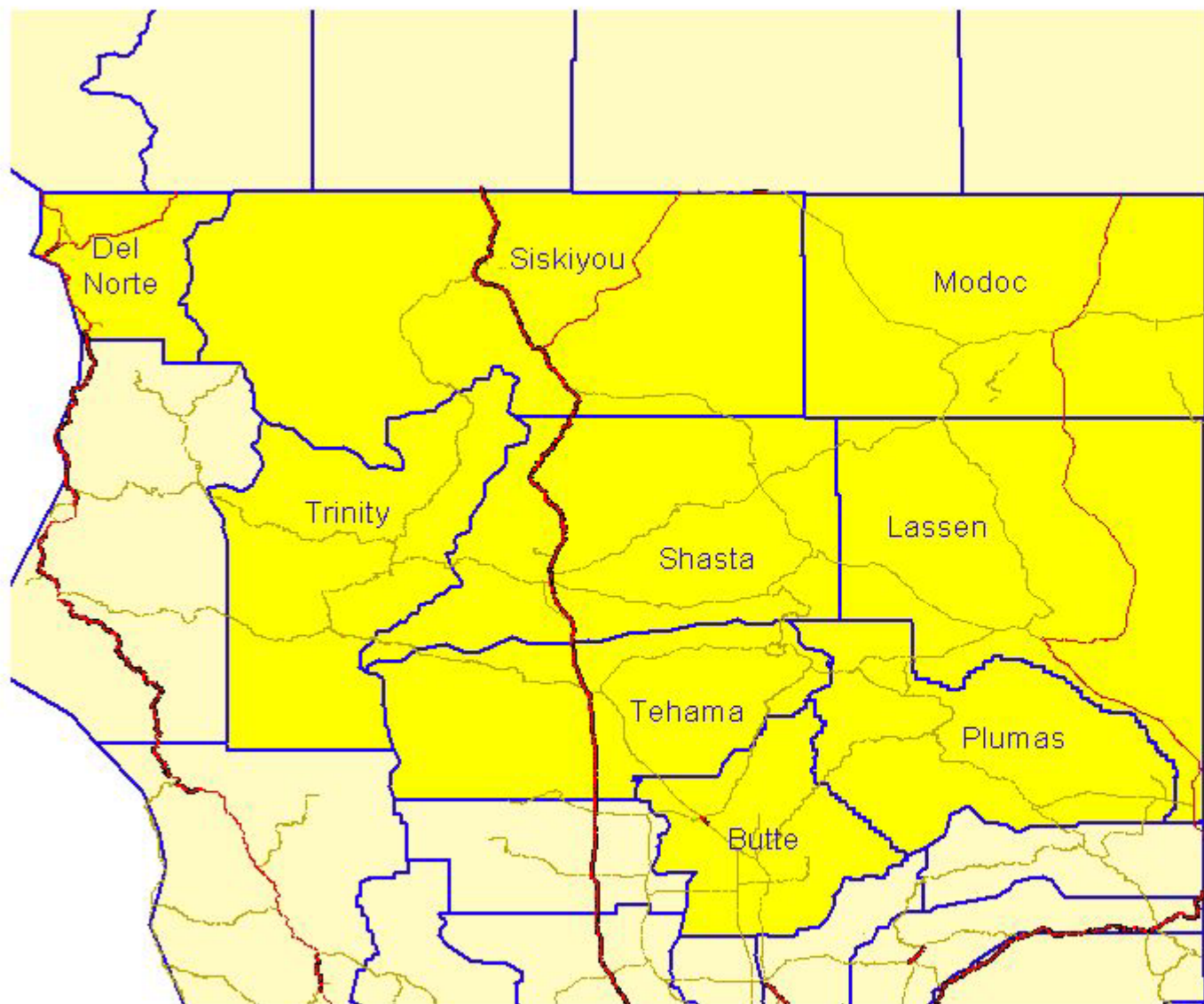
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Director  
Center for Economic Development  
CSU, Chico Research Foundation

# Market Area Outline



## Streets

Highway

Primary road

Secondary and connecting road

Local road

Access Road

US Counties



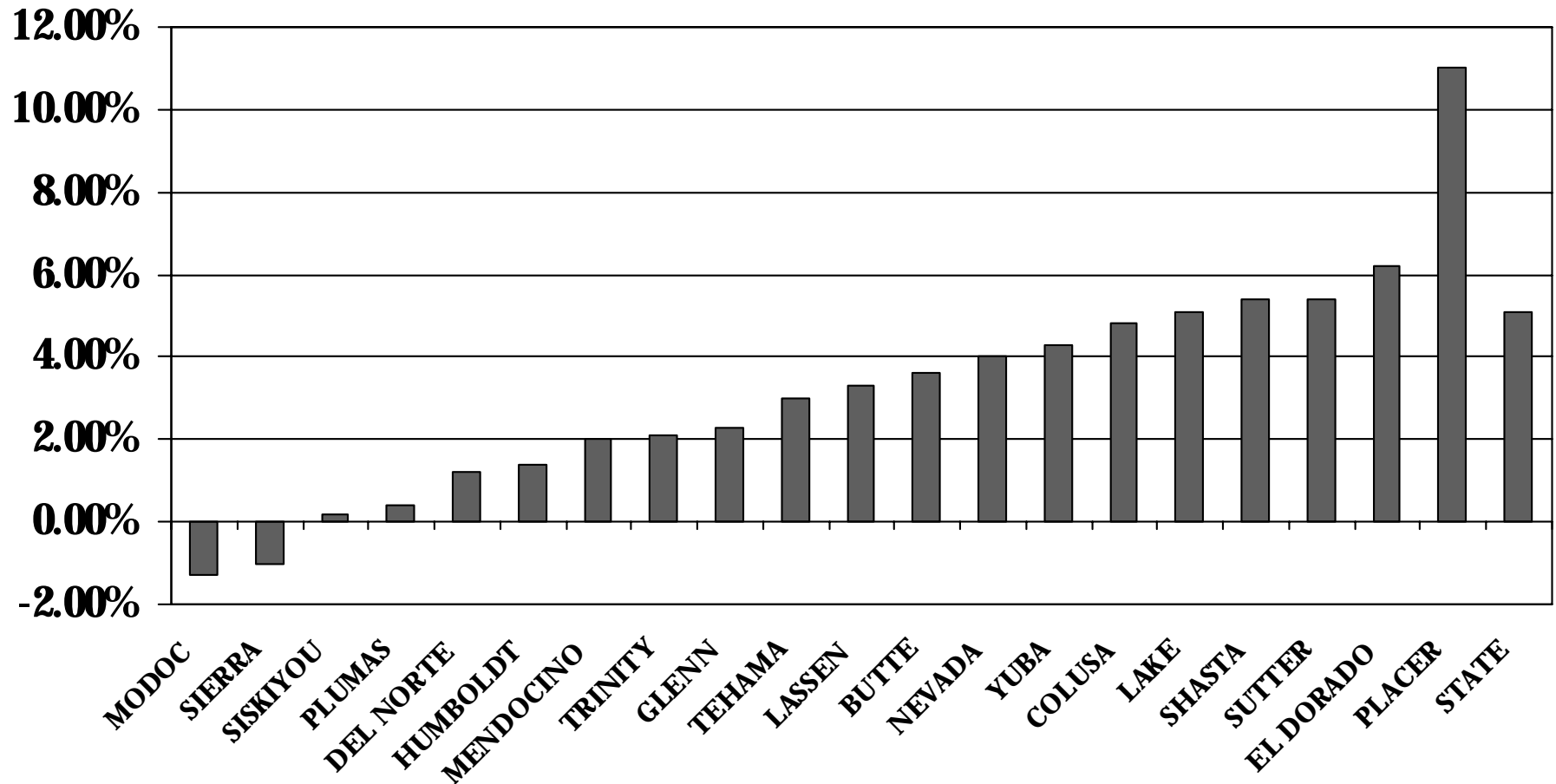
60 0 60 120 Miles

# NORTEC Growth

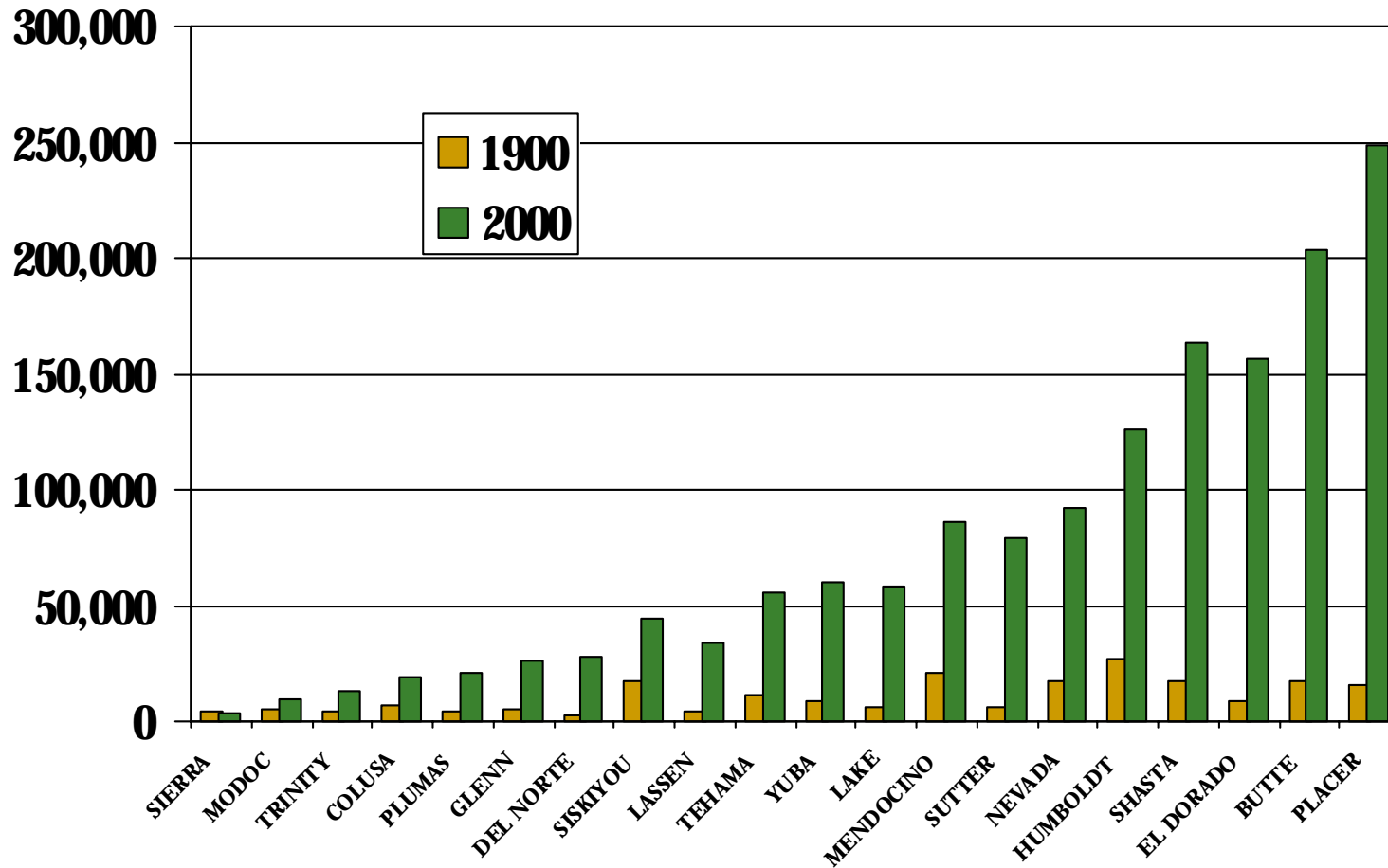
- Weak Growth Through Much of the NORTEC Region
- Strength of Population Growth Dependant upon Proximity to Metropolitan Area & Hi-Ways
- Lower Housing Costs are Attracting “Southern Californians”
- Infrastructure is Stretched



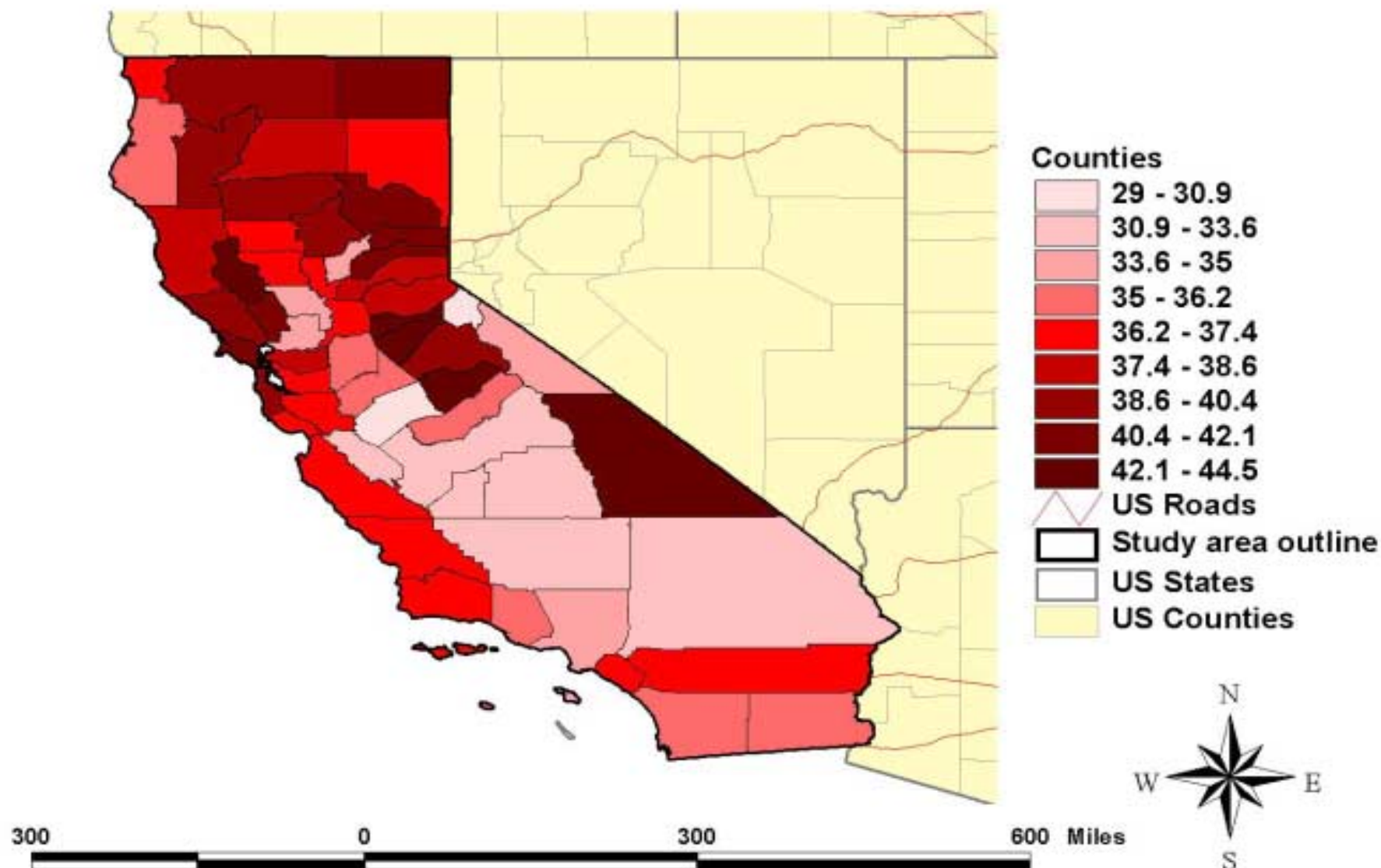
# Northstate/Upstate Percent Population Change 2000-2003



# Population Growth 1900-2000

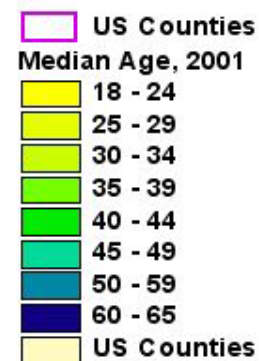
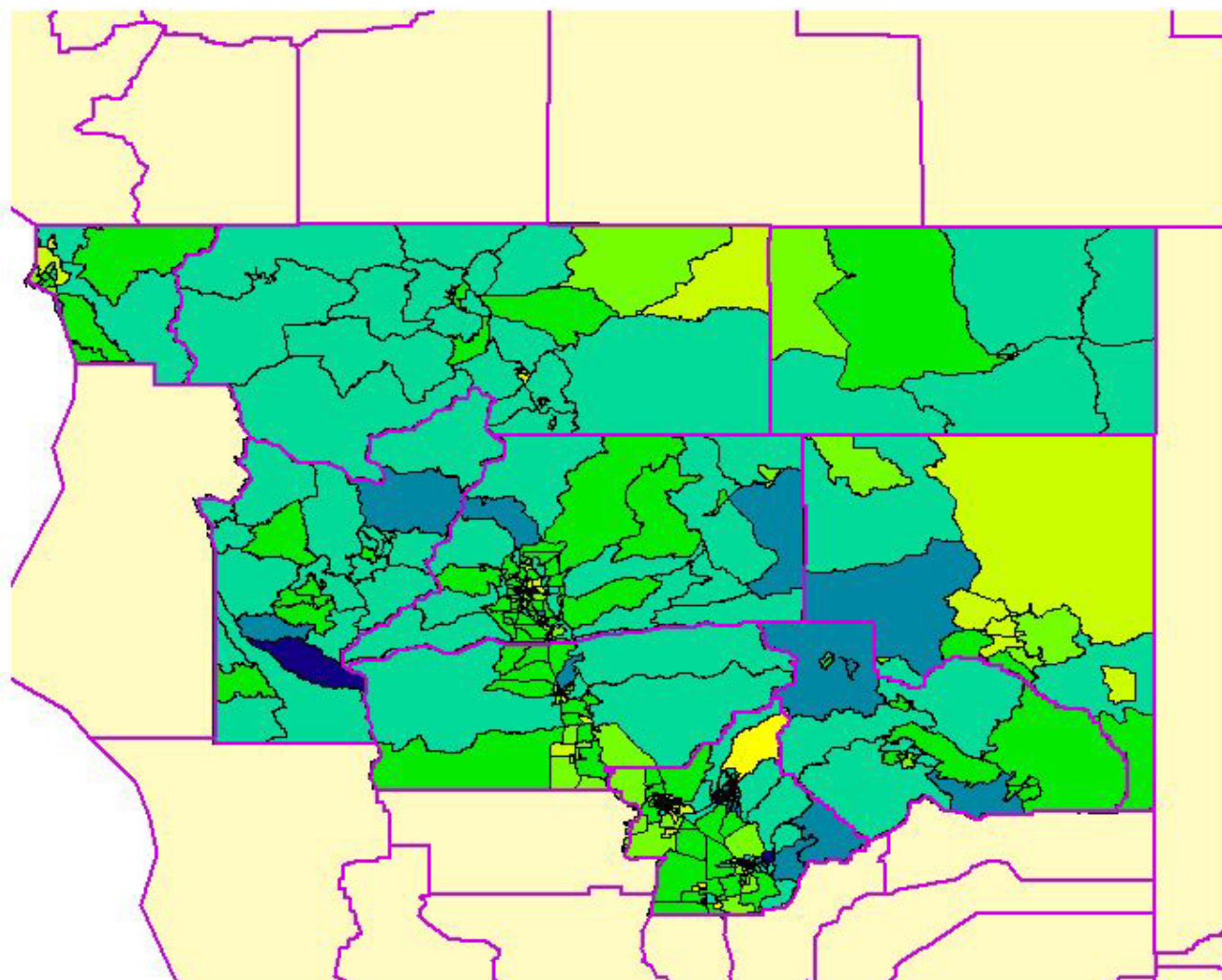


# Median Age

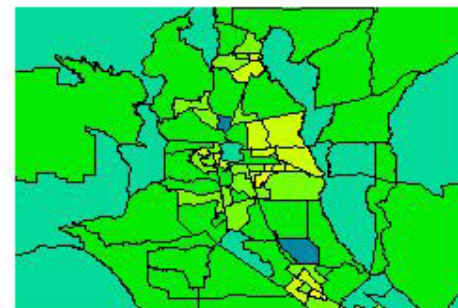




# Median Age, 2001



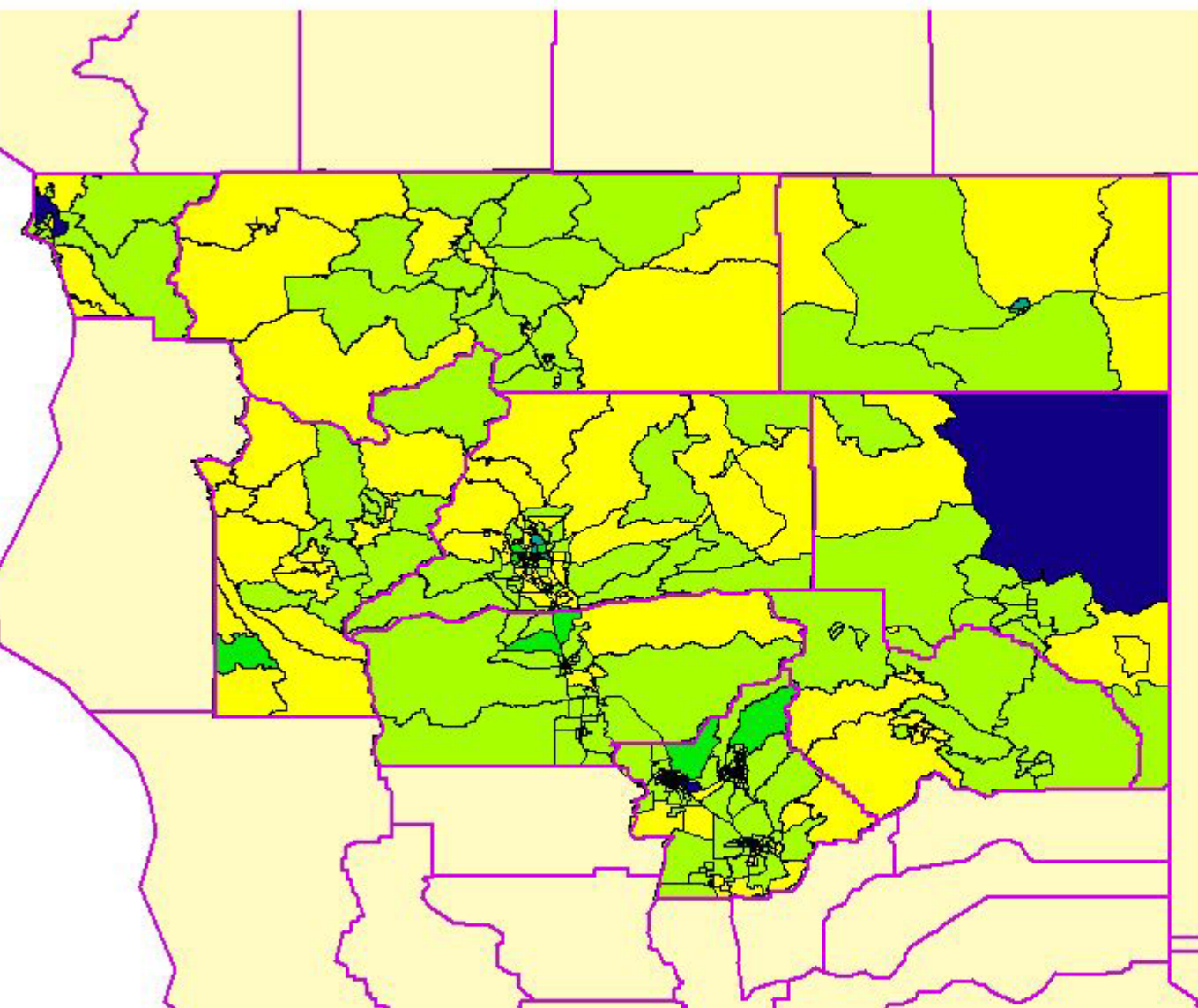
## Redding



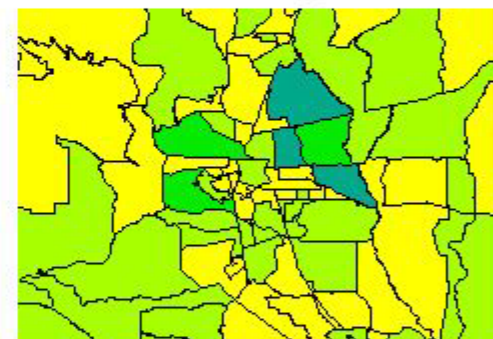
## Chico



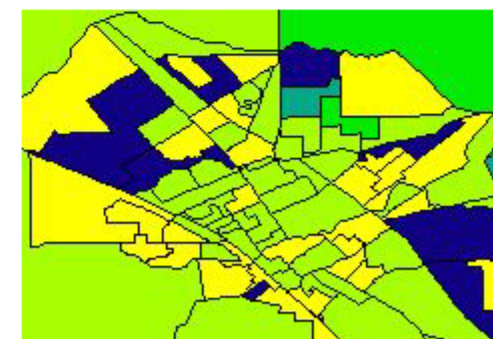
# Population Percent Change 1990-2001



**Redding**



**Chico**





# Retail's Coming...



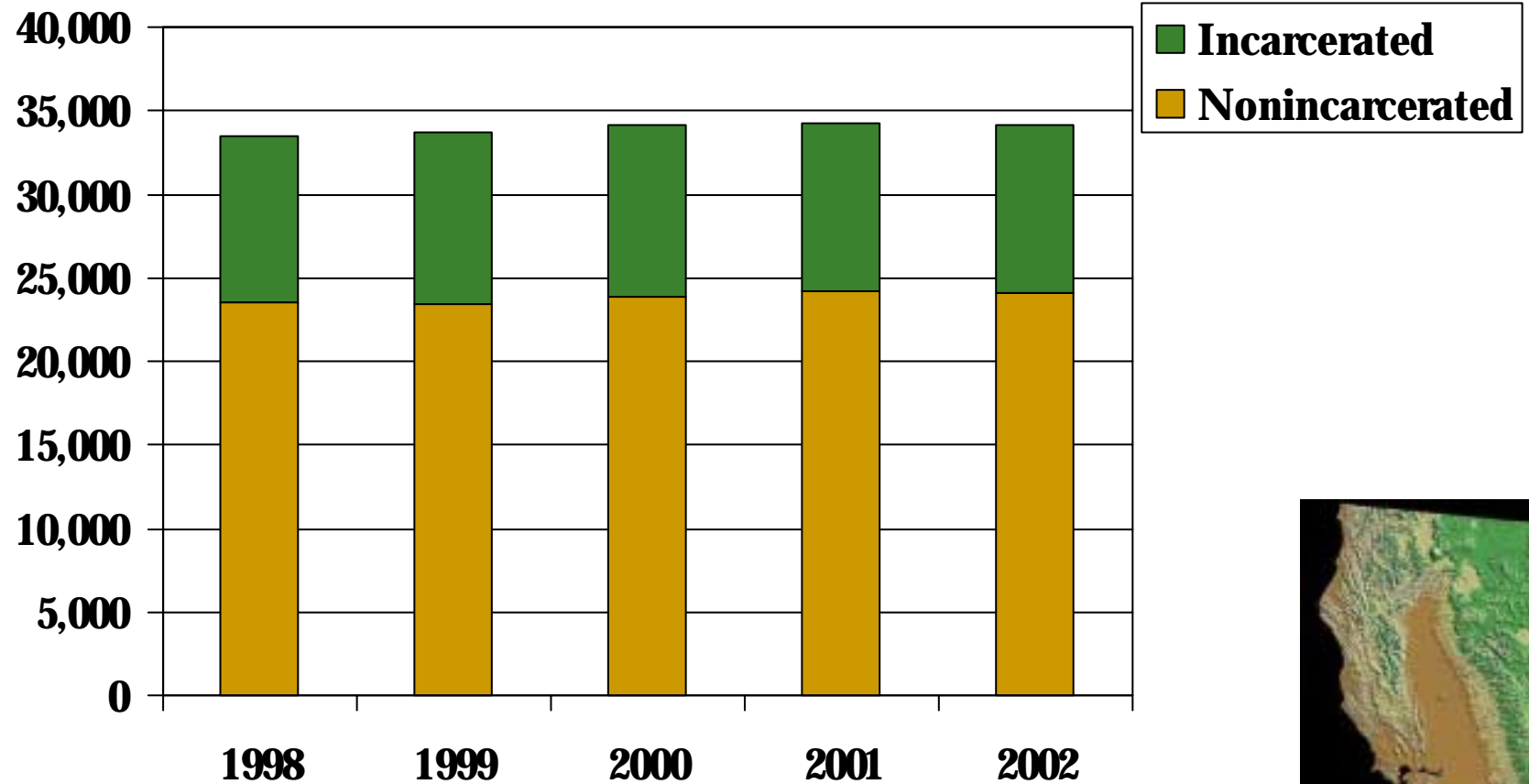
- Rapid Growth Market
- High Concentration of Men, ages 18-35
- Few Video Stores



# High Desert State Prison



# Lassen County Population by Type

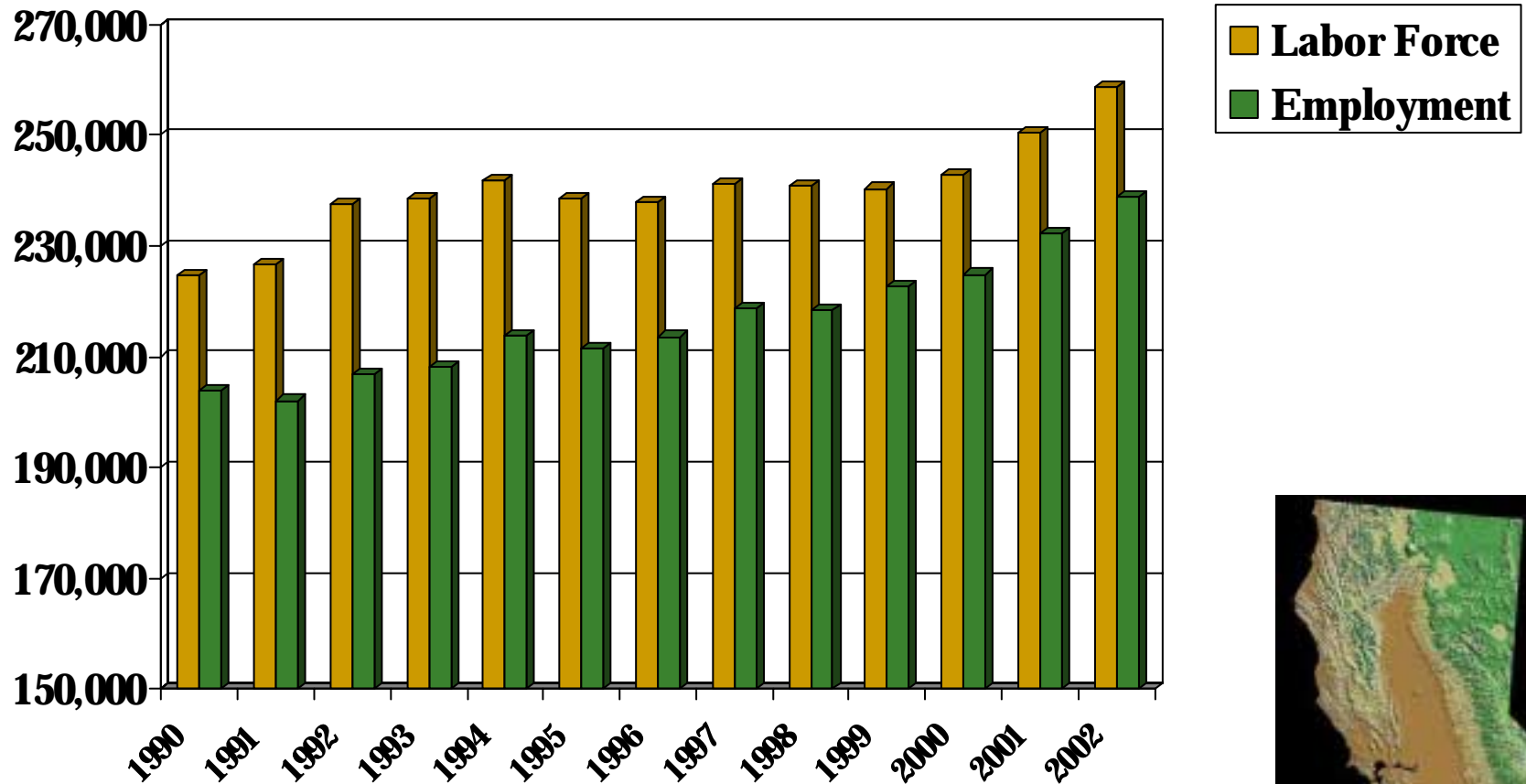


# Labor Force Growth is Outpacing Employment Growth

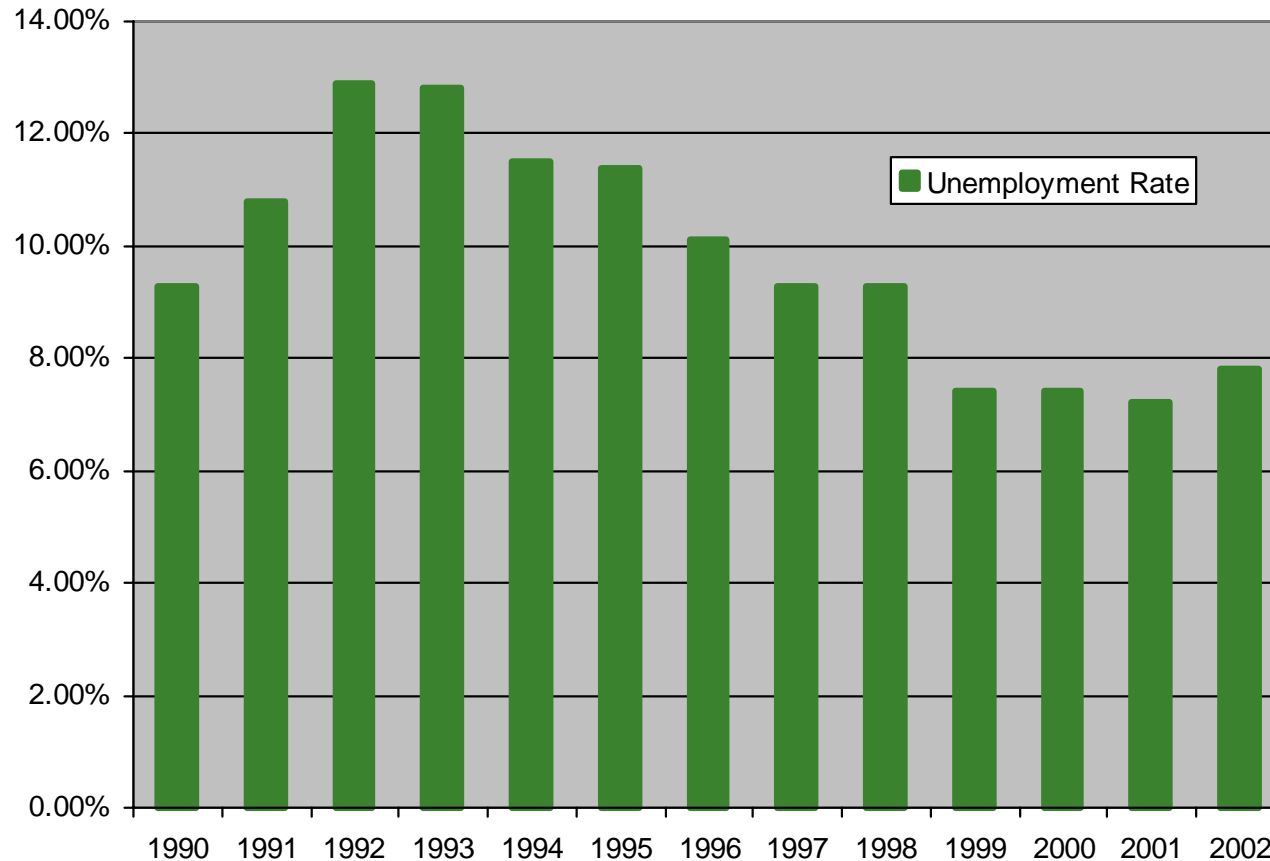




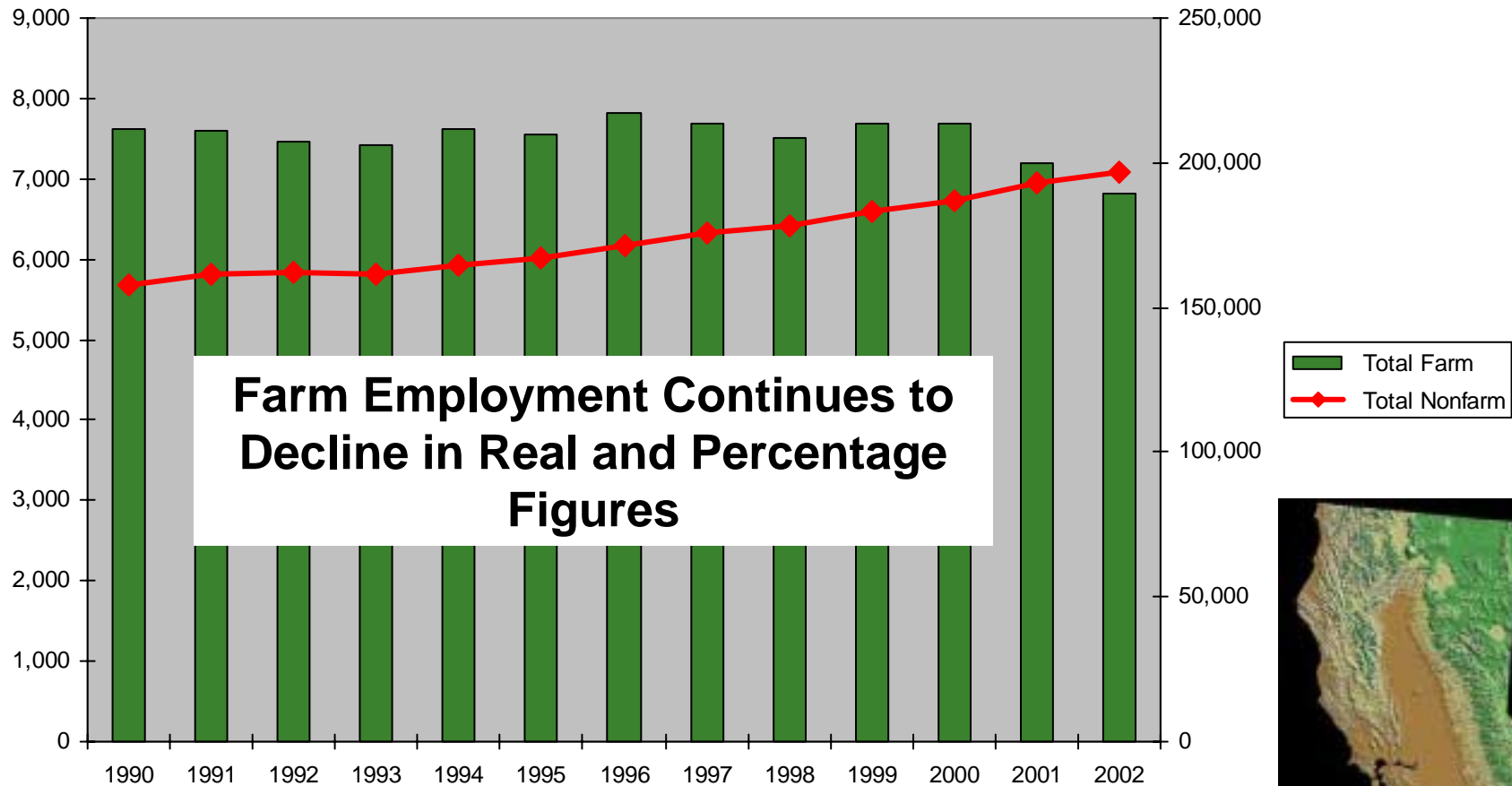
# NORTEC Labor Force & Employment 1990-2002



# NORTEC Unemployment Rate 1990-2002

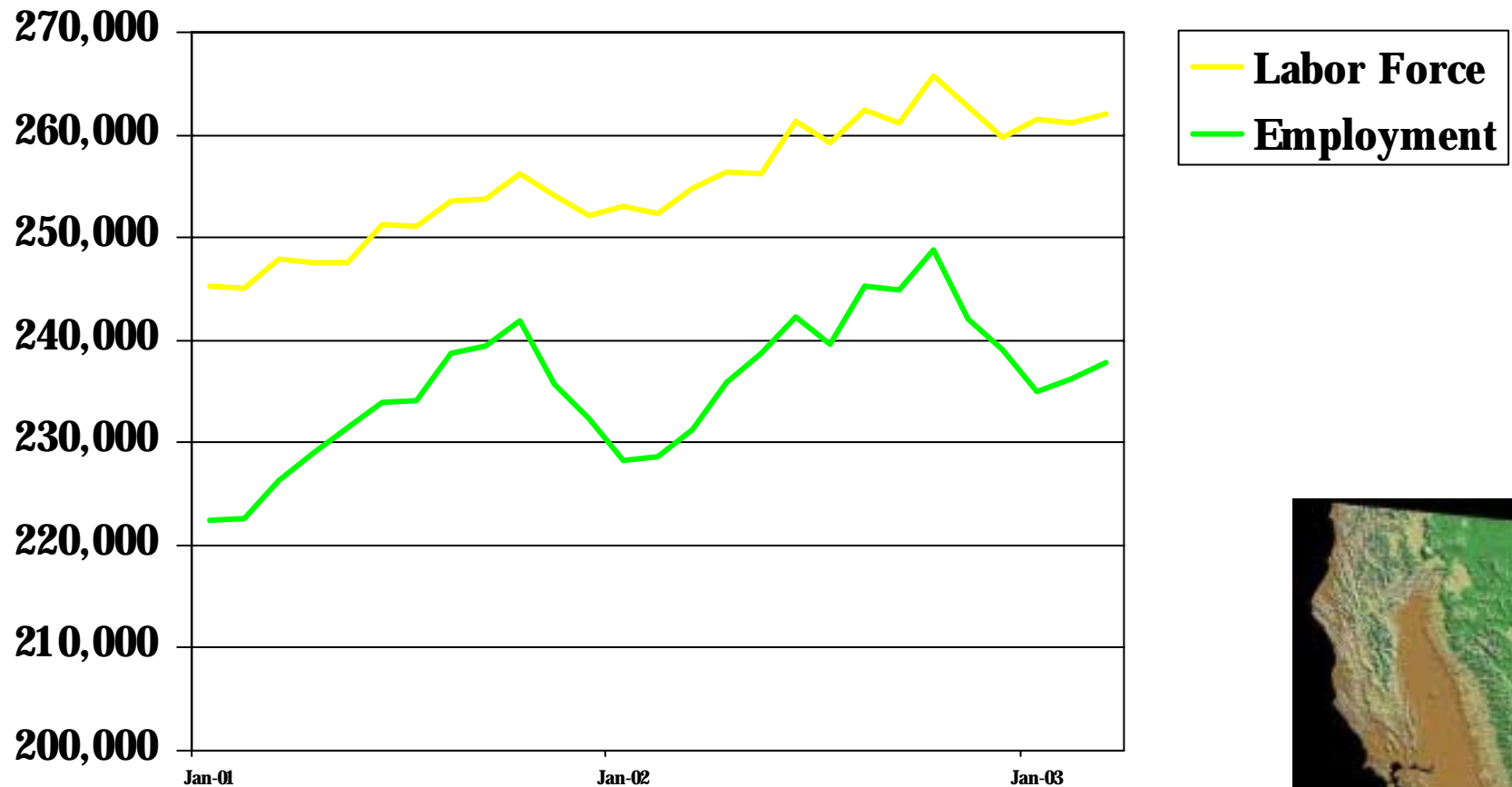


# NORTEC Farm/Non-Farm Employment 1990-2002



# NORTEC Labor Force

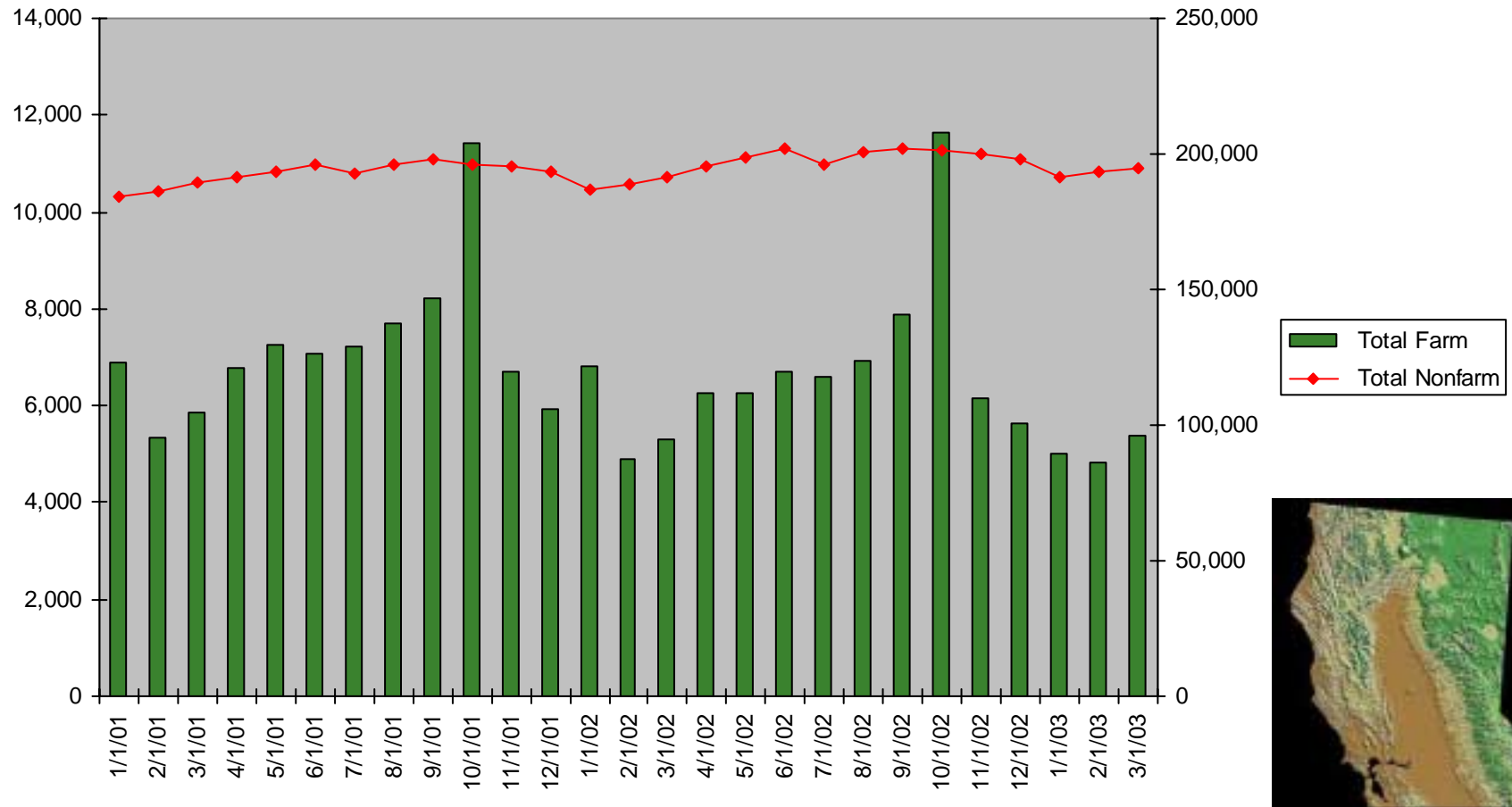
## Jan 2001-Mar 2003





# NORTEC Farm-Non-Farm Employment

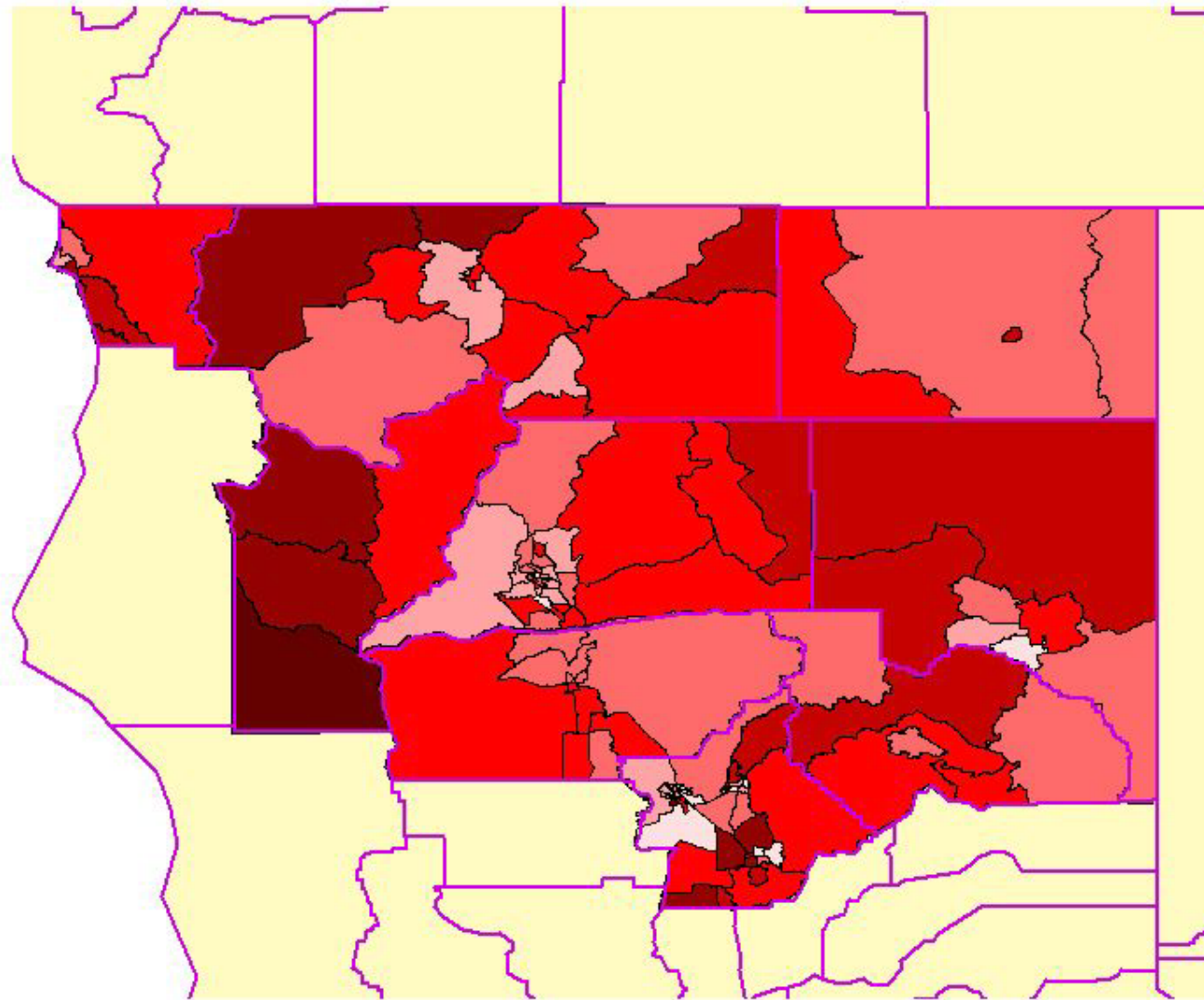
## Jan 2001-Mar 2003



# High Unemployment and Poverty Continue in Areas of Low Educational Attainment

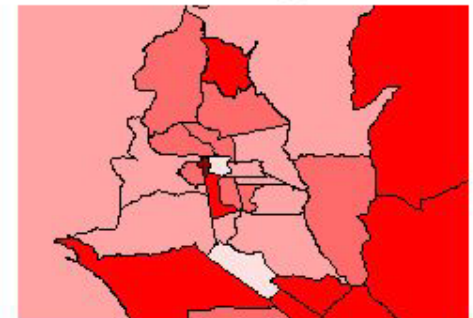


# Unemployment Rate, Percent of People 16 Years & Over, Civilian Labor Force



60 0 60 120 Miles

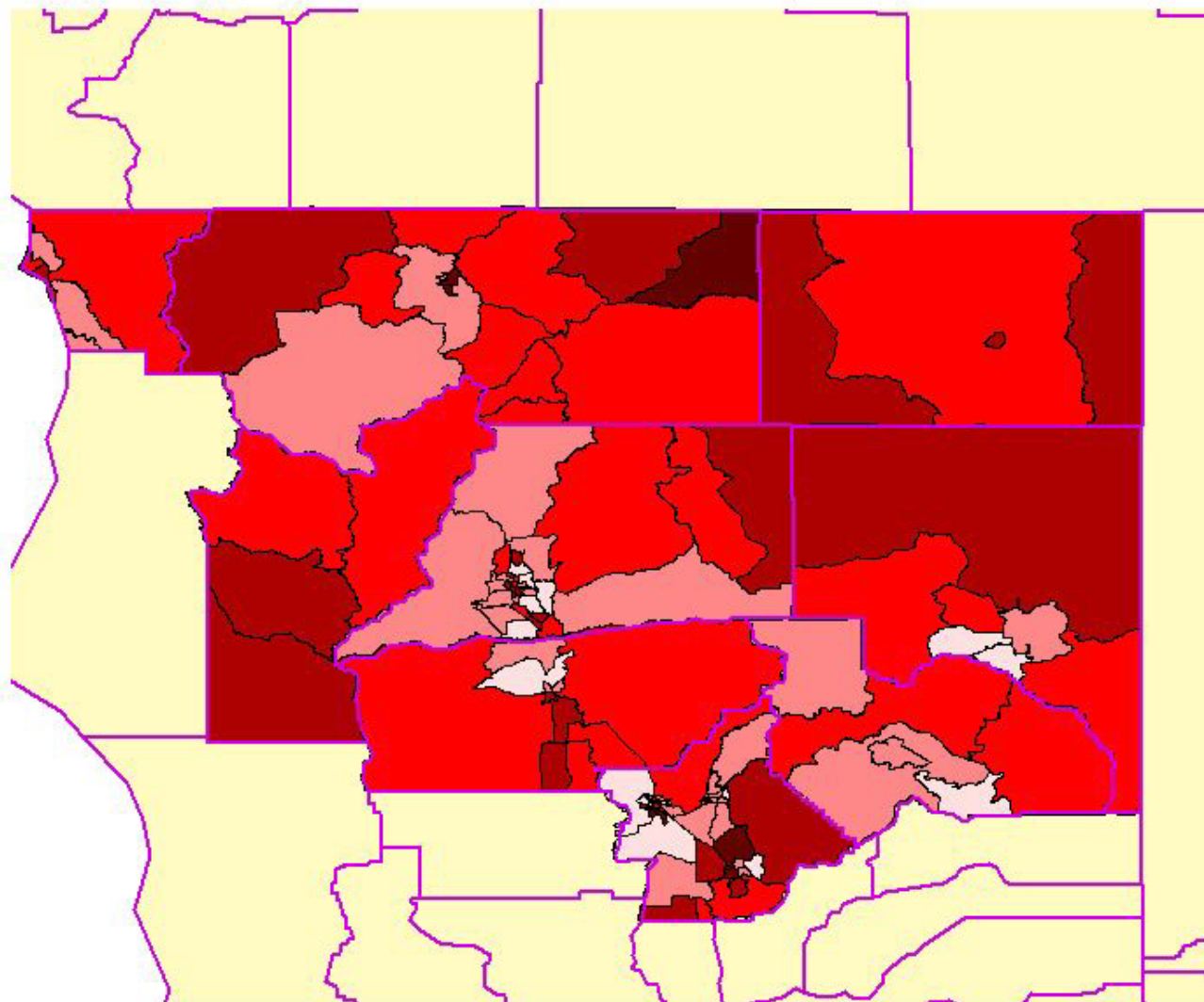
## Redding



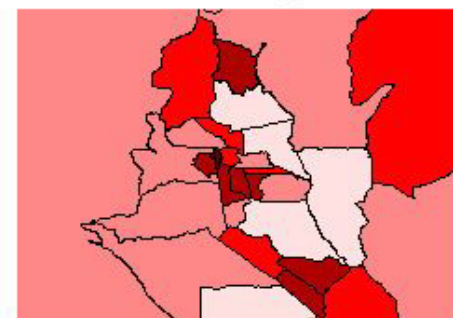
## Chico



# Poverty Rate, 2000



## Redding

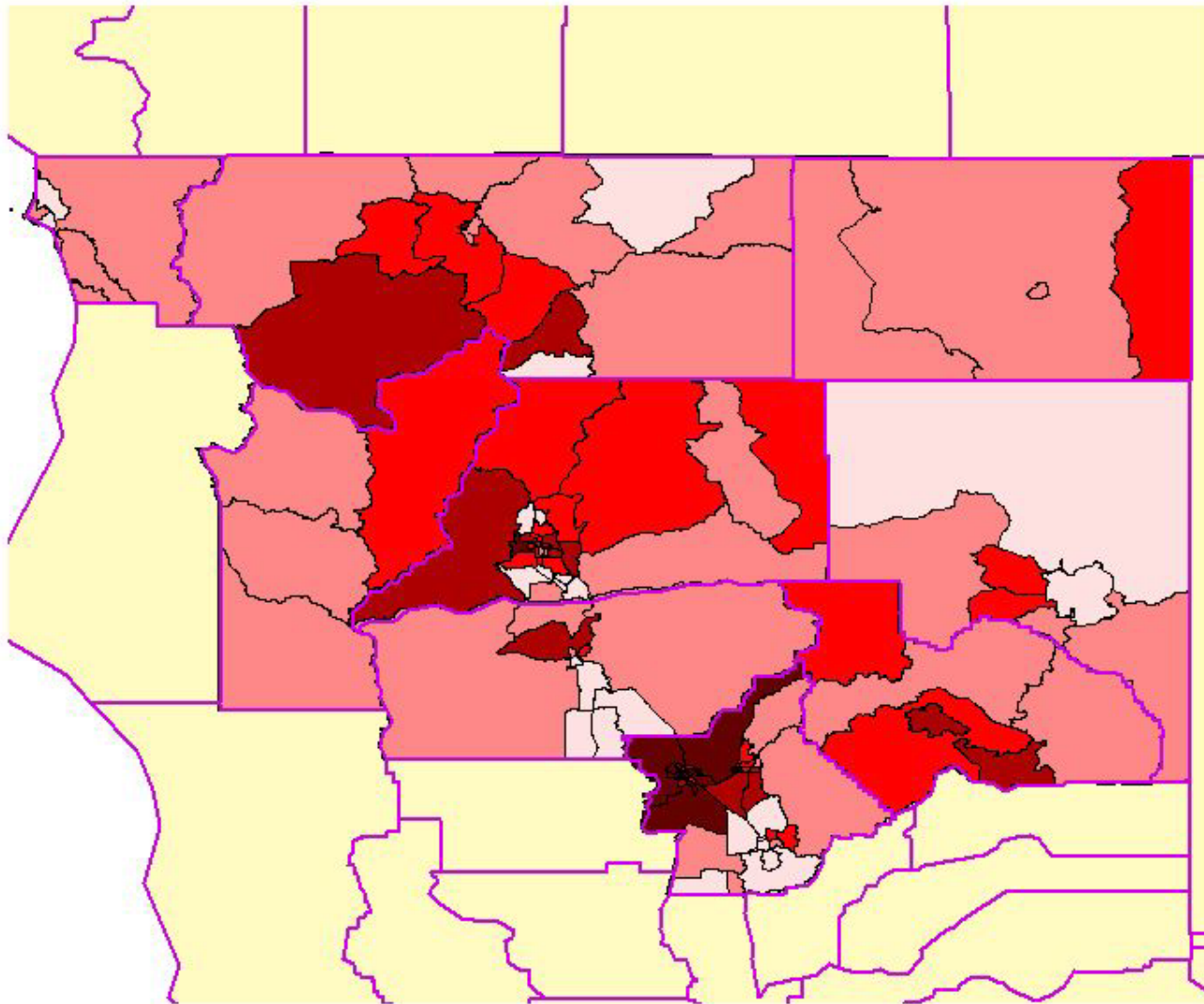


## Chico

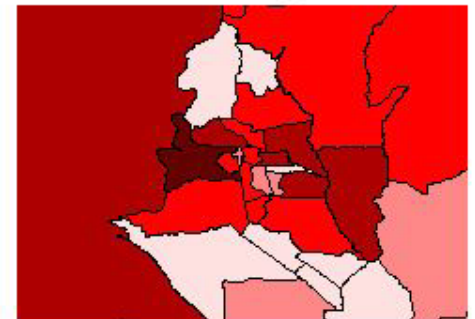




# College Degree or Higher, Percent of People 25 Years & Over



## Redding



## Chico

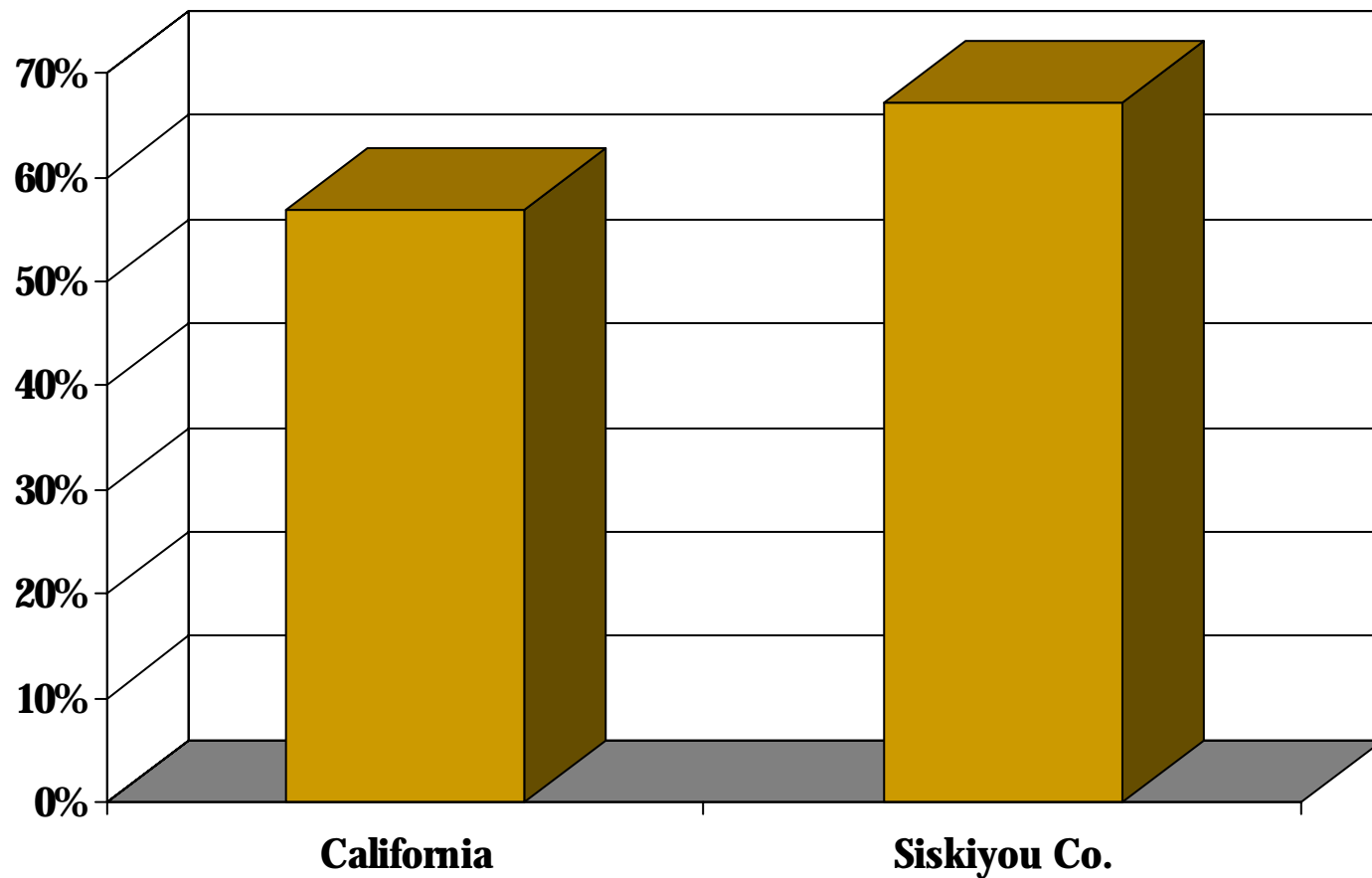


60 0 60 120 Miles

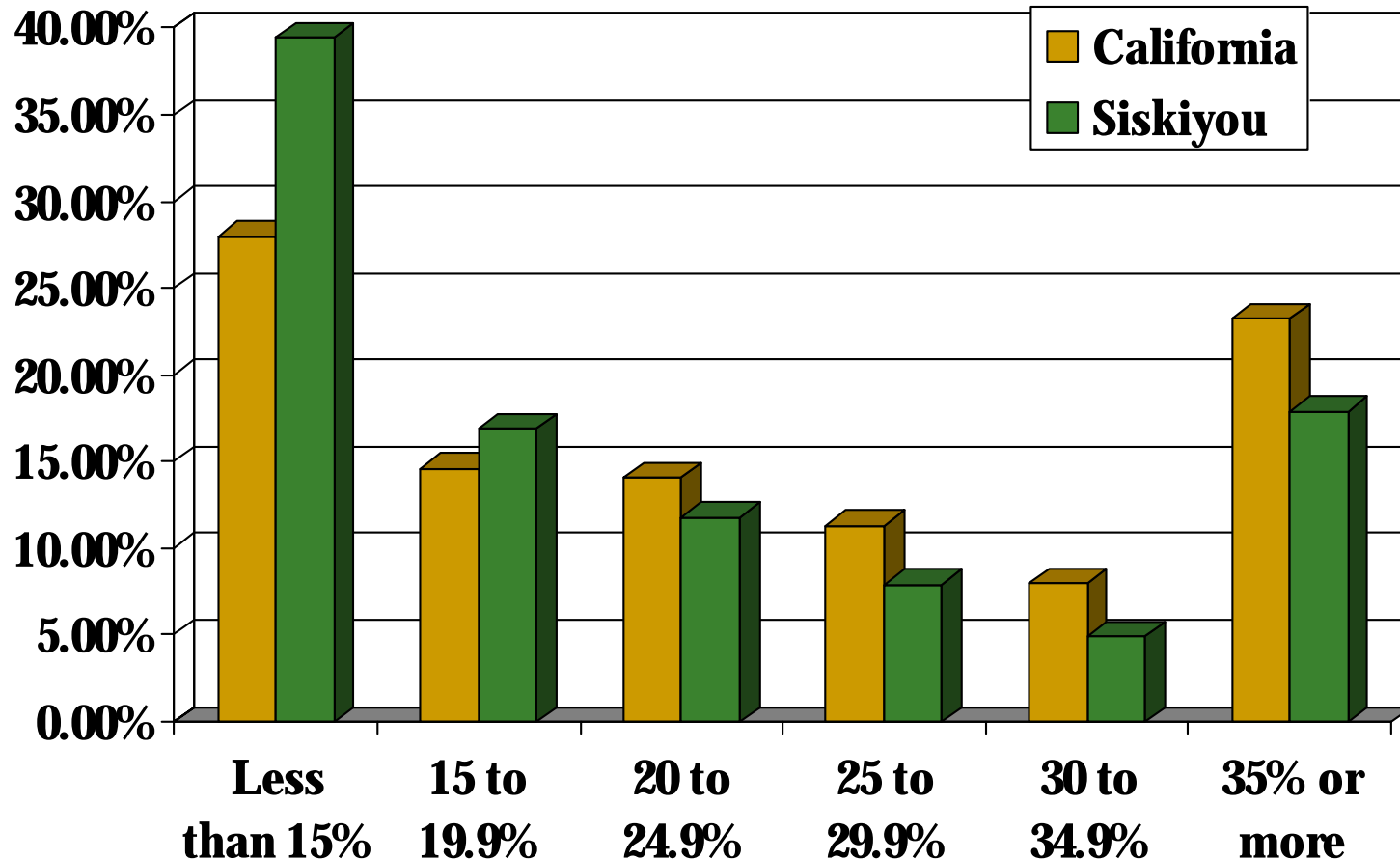
# Home Ownership Remains High



# Owner Occupied Housing Units

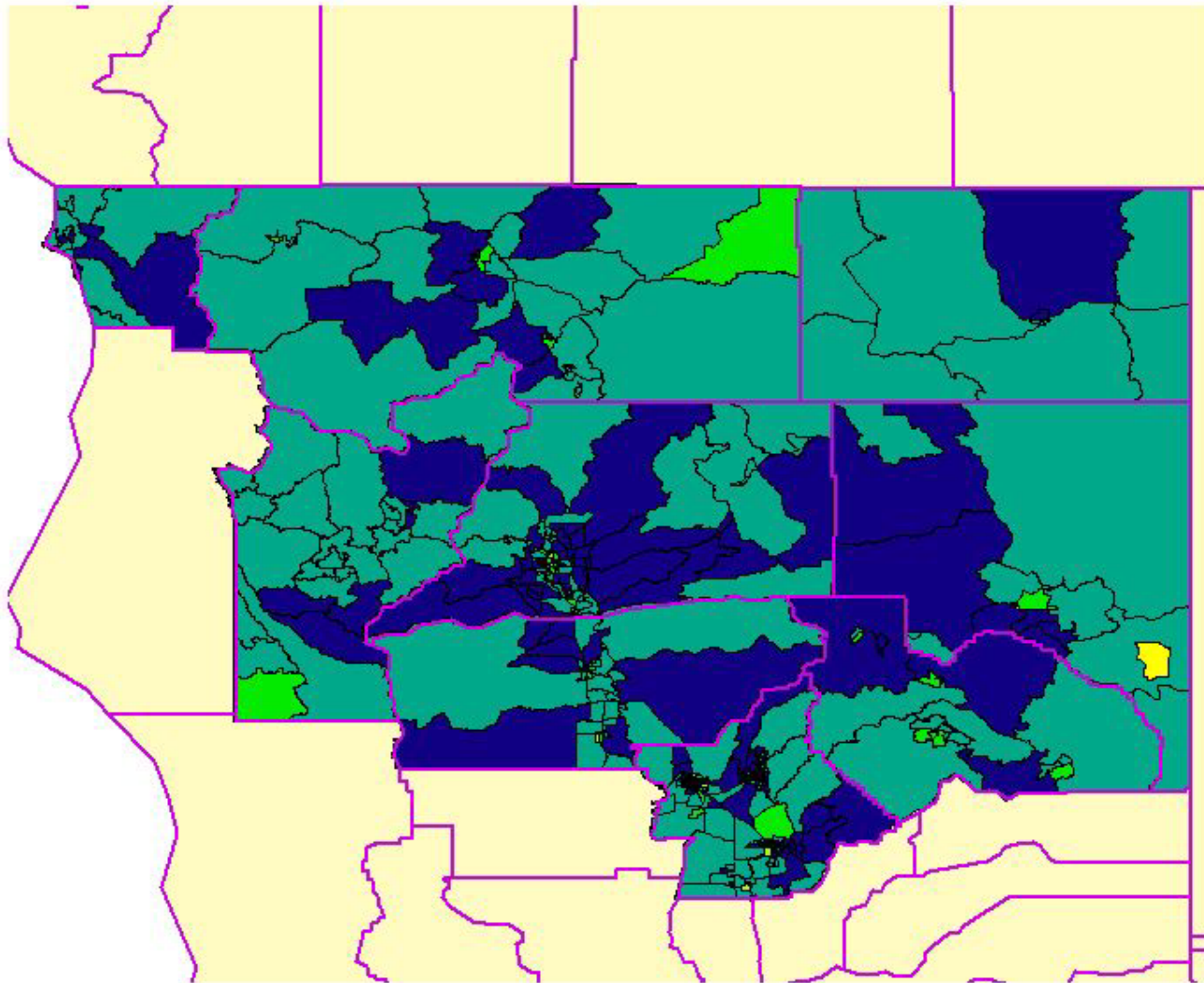


# Owner Cost as a % of Household Income 2000

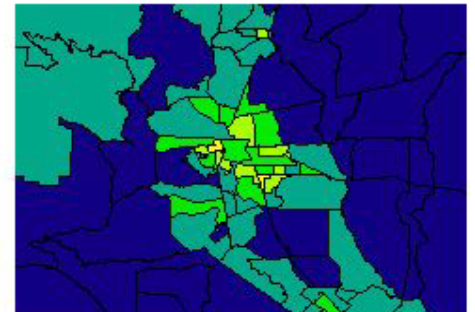




# Owner Occupied Housing Units, Percent of Total Housing Units, 2001



## Redding



## Chico

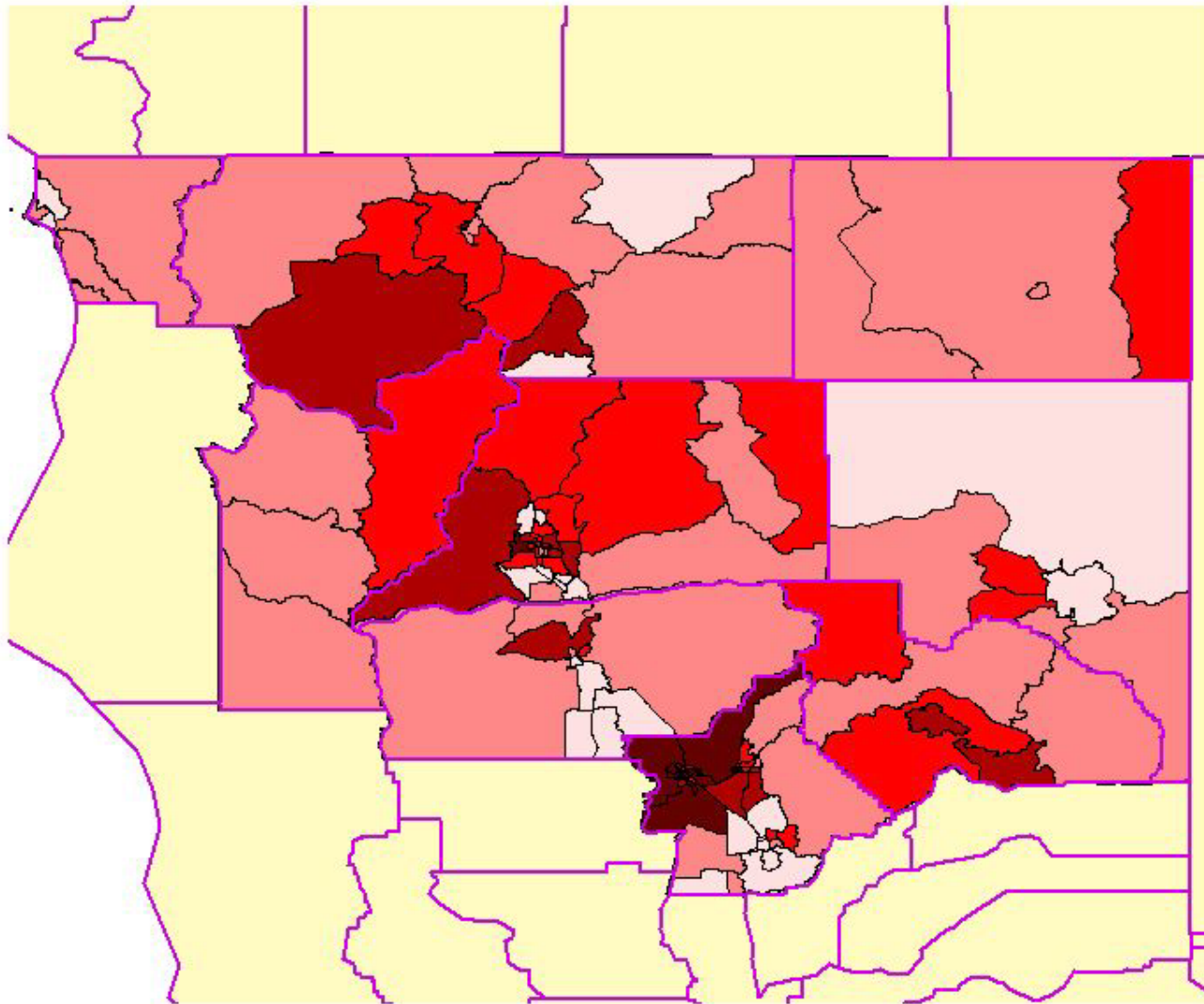


# One Result

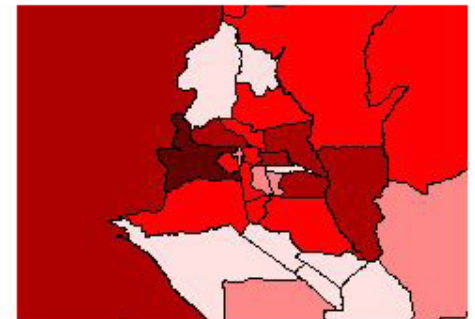
- Low cost of Housing
- Low cost of Living
- Good Quality of Life
- High Educational Attainment
- High Underemployment



# College Degree or Higher, Percent of People 25 Years & Over



## Redding

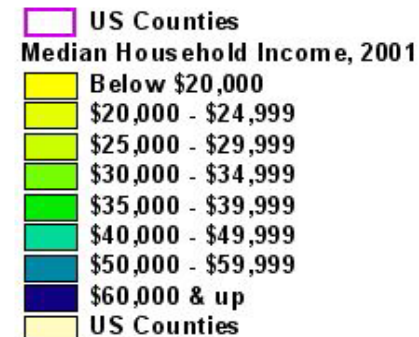
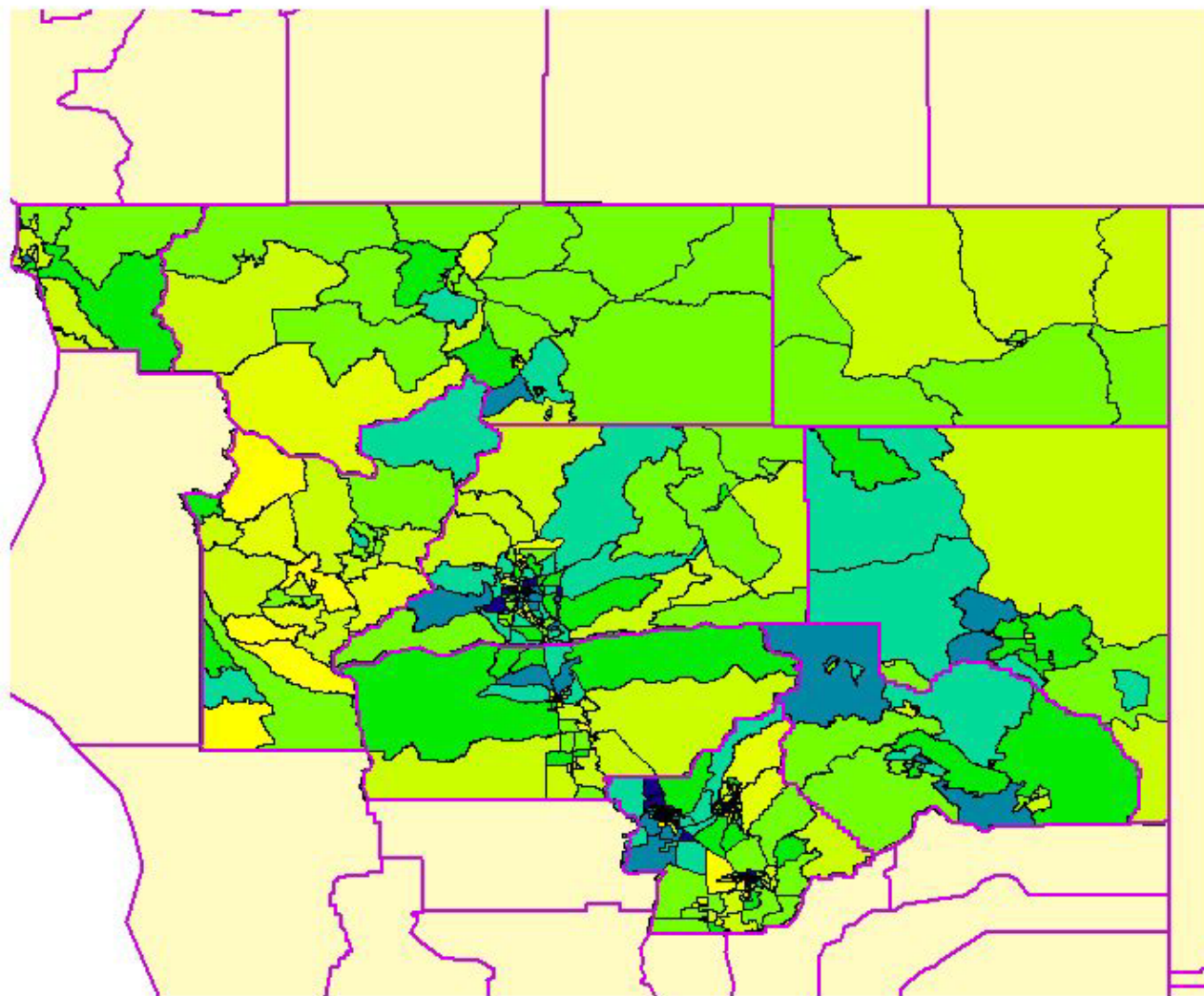


## Chico

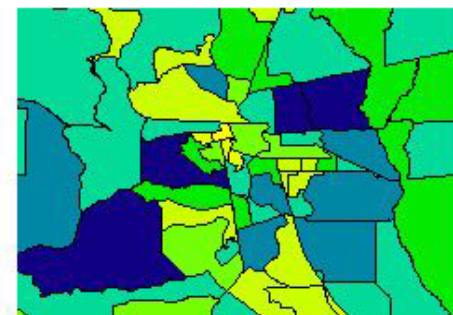




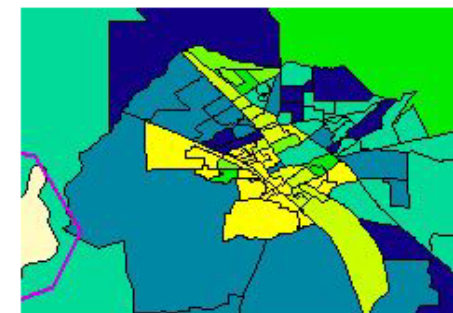
# Median Household Income, 2001



## Redding



## Chico



# Inadequate Infrastructure



- Telecommunications
- Water/Sewer
- Roads
- Hospitals
- Training Facilities



# What This Means

- The NORTEC region is experiencing slow & uneven growth.
- Employment Growth Not Keeping pace with Labor Force Growth
- Increasing number of workers re-entering the workforce over the last two years.
- California's Housing Problem Impacting North State Communities
- Increasing number of Californian's migrating North

